

A vertical strip on the left side of the slide features a collage of various items: a red lei, a yellow lei, a small yellow vase, a map, a golf club, and a golf ball.

2004 Hawaii Annual Tourism Marketing Plan Rollout Meetings

Hawaii Tourism Authority
November 17-21, 2003

HAWAI'I CONVENTION CENTER MARKETING PLAN UPDATE

Addendum to Marketing Master Plan

**For the Period of:
January – December 2004**



HAWAI'I CONVENTION CENTER
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STRATEGIES



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STRATEGIC DIRECTION

“Partnering for Business Success and Organizing Around the Customer”

Sales and marketing efforts continue as described in the master marketing plan.



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SALES & CONVENTION SERVICES

- NATIONAL & INTERNATIONAL DIRECT SALES EFFORTS
 - Washington D.C. (Associations) – East
 - Northeast (Pharmaceutical; Financial) – Northeast
 - Chicago (Associations; Corporate) – Midwest
 - San Diego (Western Regional) – West
 - Honolulu (Asia-Pacific; Sales Central) – Local

- CONVENTION SERVICES
 - Attendance Building
 - Hawaii Destination Services and Opportunity Engagements



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PARTNERSHIPS

- U.S. PARTNERSHIPS
 - Pacific Marketing Corporation (PRIME)
 - PacRim Marketing
 - ExpoExchange
 - Native Hawaiian Hospitality Association (NaHHA)
 - Convention TV (CTV)

- INTERNATIONAL PARTNER PROGRAMS
 - Asia and National Sales



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MARKETING STRATEGIES

- CITY-WIDE CONVENTIONS
- ADVERTISING
- TRADE INDUSTRY SHOWS
- COOPERATIVE MARKETING EFFORTS
- WEB MARKETING



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MARKETING STRATEGIES CITY-WIDE CONVENTIONS

- NATIONAL ASSOCIATIONS
- NATIONAL CORPORATIONS
- INCENTIVE-MOTIVATION EVENTS
- INTERNATIONAL MARKET
 - JAPAN



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MARKETING STRATEGIES

ADVERTISING

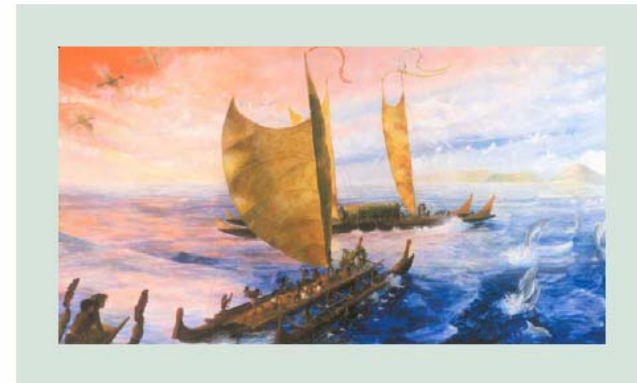
2003 Ads focused on new branding image, “Where Business and Aloha Meet”

THE HAWAII CONVENTION CENTER

Where *Business* and *Aloha* Meet

 **SMG**
HAWAII

WEB www.hawaii-convention.com
PHONE 1.800.295.6603
FAX 808.943.3599
ADDRESS 1801 Kalakaua Avenue, Honolulu, Hawaii 96815



He wai wai nui ka Iokahi
Unity is a Precious Possession

As the early Hawaiians navigated the Pacific, they knew it took vision, courage, desire and teamwork to ensure a successful journey. At the Hawai'i Convention Center, we continue to embody that philosophy.

Our strength lies within our people.
Like paddlers in a canoe, we have been brought together for the single purpose of
Ho'okipa ... welcoming and serving with unconditional Aloha.

We invite you to visit us at www.hawaii-convention.com.



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1801 KALAKAUA AVENUE | HONOLULU, HI 96815 | TOLL FREE 800.295.6603 | PHONE 808.943.3599 | EMAIL info@hccsmg.com



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MARKETING STRATEGIES

ADVERTISING

- Contract awarded to Starr Siegle Advertising for Advertising Creative for development of ad series for 2004 advertising
 - Objective
 - To creatively address meeting planner's concerns over an offshore destination
 - To market Hawaii as a business destination
 - To differentiate the Center from a vast field of similar facilities
 - To display the Center's unique features-architectural design, technology, artwork, etc.



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1/2 Page Ad

CONVENE – PCMA
PUBLICATION

Right Page, Right Side,
Opposite Editorial

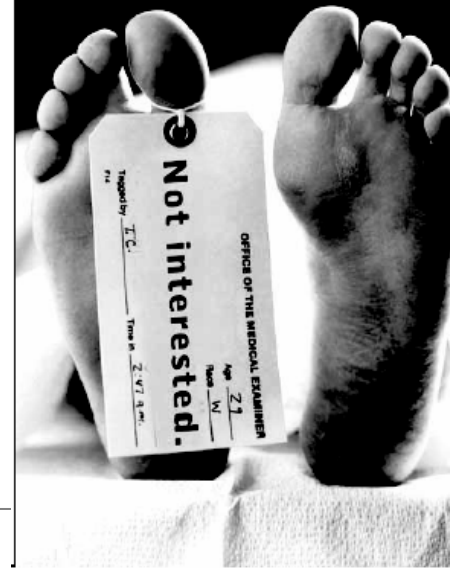


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www.hawaii-convention.com


The only person not
interested in attending
a meeting in Hawai'i.



2/3 Page Ad

Right Side, Right Side


Opposite Editorial



Hawaii holds a tremendous allure

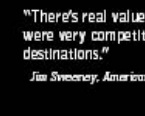
to every living person. But don't take our word for it. Here are some folks who have nothing but praise.

www.hawaii-convention.com




"We had our most successful meeting in Hawai'i. Our attendance numbers went through the roof."


Paul Hurman, Director of Meeting Planning, National Medical Association



"There's real value. Our shipping costs were very competitive with West Coast destinations."

Jim Sweeney, American Dental Association





"We keep coming back because our people get fired up about it, no matter where they're from."

Robert Molas, President and CEO, Century 21 Real Estate Corporation



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Full Page Ad

Right Page, Opposite Editorial



Plan a meeting at the Hawai'i Convention Center,

and you'll discover it's a destination that sells itself. Our state-of-the-art facilities can accommodate any event, large or small. But more importantly, it's a meeting people will want to attend. And that's the key to any successful event. For further

information and assistance, call toll-free (800) 295-6603, or

visit www.hawaii-convention.com

CENTER INFO

- 200,074 sq. ft. of exhibition space
- 107,426 sq. ft. of meeting space
- 240,653 sq. ft. lobby/function space
- 35,990 sq. ft. ballroom



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HAWAII

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MARKETING STRATEGIES

MEDIA PLACEMENT

CY 2003:

- Ads appeared in Association Management (Jan-Aug) in anticipation of ASAE convention and Convene Magazine
- Ad placed in Venture Magazine (business publication – HI and CA) to test the brand concept in that market

CY 2004:

- Ad series will appear in Convene, February – December
- Ad series will appear in Association Management, Quarterly



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MARKETING STRATEGIES

TRADE-INDUSTRY SHOWS

- **TRADE EVENTS**
 - Professional Convention Management Association (PCMA) Annual Meeting
 - American Society of Association Executives (ASAE) Annual Meeting
 - CESSE Annual Event
 - Greater Washington Society of Association Executives (GWSAE) Annual Showcase
 - Incentive, Travel & Meetings Exposition (IT&ME) Annual Meeting
 - Pacific Rim Incentive Marketing Exchange (PRIME) Annual Meeting
- **ADDED TRADE EVENTS**
 - International Association of Exhibition Managers (IAEM)
 - International Conventions, Tradeshow, Meetings Asia (ICTMA)
- **DISCONTINUED TRADE EVENTS**
 - Japanese Association for Travel Agents (JATA)



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MARKETING STRATEGIES

COOPERATIVE MARKETING EFFORT

- MARKETING & SALES ADVISORY GROUP
 - Mission
 - Encourage input re: marketing Hawaii as a business destination
 - Provide and exchange data useful for marketing and sales purposes
- HCC Stakeholders Committee
 - Peter Apo, Native Hawaiian Hospitality Association
 - Jon Conching, Hilton Hawaiian Village
 - Brian DiMartino, 21st Century Group
 - Rick Egged, Waikiki Improvement
 - Dave Erdman, PacRim Marketing
 - Les Enderton, Oahu Visitors Bureau/HVCB
 - Rick Moad, Marriott Waikiki Beach Resort
 - Priscilla Texeira, Pacific Marketing Corporation
 - Cheryl Williams, Sheraton Hotels & Resorts
 - DeeDee Wood, Outrigger Hotels
 - Murray Towill, Hawaii Hotel Association



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MARKETING STRATEGIES

COOPERATIVE MARKETING EFFORTS

- INDUSTRY ADVISORY GROUPS
 - Domestic
 - Association
 - Corporate
 - Joint
 - December 9-12, 2003
 - International



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MARKETING STRATEGIES

COOPERATIVE MARKETING EFFORTS

- HCC & HVCB RELATIONSHIP
 - Co-op representation at tradeshow; sponsorship of events such as:
 - ASAE
 - PCMA
 - Holiday Showcase
 - MPI
 - IAEM
 - IT&ME
 - HCC Kiosk – Destination Information
- LEAD EXCHANGE



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MARKETING STRATEGIES

COOPERATIVE MARKETING EFFORTS

- HCC & HVCB RELATIONSHIP
 - Advertising
 - HCC would advertise in Association Management & Convene
 - HVCB would advertise in other publications geared more toward single property bookings
 - Collateral materials presented outlining roles of both organizations
 - Joint use of logo where appropriate



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MARKETING PROGRAM HIGHLIGHTS



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MARKETING HIGHLIGHTS

- Marketing plan continues to be highly effective. Tactical and strategic actions prove the plan is well researched and executable.
- Marketing program and time tables are being met and executed in core areas
- Points being re-prioritized due to market changes
 - March 2003: Promotional events suspended due to Iraq conflict
 - February – May 2003: Suspension of travel. Sales calls limited as physical meetings with clients were inappropriate



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CHALLENGES

- ADDED & EXPANDED FACILITIES IMPACTING SITE SELECTION
- BOARD OF DIRECTORS CHANGE OVER
- ASSOCIATIONS IN FINANCIAL DIFFICULTY
- TRAVEL DISRUPTION & INCONVENIENCES
- INTERNATIONAL CRISIS
- HOUSING SELECTION OUTSIDE COMMITTED HOTEL BLOCKS
- ESCALATING COST OF SALES
- HISTORICAL



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BUDGET

- Total budget adjusted to \$3.6 million for FY 2004 with \$200,000 carry over from FY 2003



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INTENDED RESULTS



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RESULTS

- JANUARY – SEPTEMBER 2003
 - Transition and re-alignment successfully completed
 - CY 2003 goal met despite a down market, September 11th tragedy, Iraq conflict and perception of corporate mismanagement
 - 91% of CY 2004 goals achieved



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2003 YEAR IN REVIEW

(January – September 2003)

- 15 OFF-SHORE BOOKINGS - NATIONAL
 - “A” Bookings (10,000+ Delegates) – 1
 - American Association of Orthodontists – May (17,194 attendees)
 - “B” Bookings (4-9,999 Delegates) – 1
 - American Academy of Neurology – March (7,576 attendees)
 - “C” Bookings (1-3,999 Delegates) – 10
 - American Association for Geriatric Psychiatry – March (1,040 attendees)
 - American Academy of Professional Coders – April (1,400 attendees)
 - American Society of Plant Biologists – July (1,700 attendees)
 - American Association of Association Executives – August (3,500 attendees)
 - Pharmaceutical Product Launch – September (3,200 attendees)
 - “D” Bookings (<1,000 Delegates) – 3



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2003 YEAR IN REVIEW

(January – September 2003)

- **13 OFF-SHORE BOOKINGS - INTERNATIONAL (12 Japanese; 1 Korean)**
 - ERINA – January (2,100 attendees)
 - Diana Group – February (2,509 attendees)
 - Charle – February (3,916 attendees)
 - Honolulu Festival – March (15,000 attendees)
 - Korean Methodist Church Convention – April (1,200 attendees)
 - Shinnyo-en Water Consolatory Service – May (1,950 attendees)
 - Daito Kentaku – August (2,100 attendees)



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2003 YEAR IN PREVIEW

(October – December 2003)

- 12 OFF-SHORE BOOKINGS (9 National; 3 International)
 - “A” Bookings (10,000+ Delegates) – 1
 - Jehovah’s Witnesses 2003 Int’l Convention – December (13,000 attendees)
 - “B” Bookings (4-9,999 Delegates) – 1
 - State Farm Insurance Companies – October (4,000 attendees)
 - “C” Bookings (1-3,999 Delegates) – 4
 - Society of Financial Service Planners – October (1,200 attendees)
 - 42nd Annual Hawaii Convention – November (2,500 attendees)
 - “D” Bookings (<1,000 Delegates) – 4
 - N. Pacific Anadromous Fish Commission - October (150 attendees)
 - PRIME – October (350 attendees)
 - CPA Exam Services – November (850 attendees)
 - NTA – 1103 US Education CPA – November (150 attendees)
 - NAIS People of Color – December (1,800 attendees)
 - LSA 2003 Convention – December (1,600 attendees)



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HCC 2003 OFF-SHORE BOOKINGS

	2003 Total YTD
Off-shore Events	40
Total Attendance	132,746
Total Room Nights	223,075
Total Visitor Spending	\$361,229,500
Total Tax Revenue	\$30,532,000



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2003 VIS & TAX GENERATION

	EXPENDITURE	DAYS
ASSOCIATION – WEST	\$362	8.56
ASSOCIATION – EAST	\$513	6.59
CORPORATE – WEST	\$893	7.8
CORPORATE – EAST	\$1044	5.1



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2004 YEAR IN PREVIEW

- 28 OFF-SHORE BOOKINGS
 - “A” Bookings (10,000 + Delegates) – 2
 - NALC 2004 Biennial National Convention, July
 - APA 2004 Annual Meeting, August
 - “B” Bookings (4-9,999 Delegates) – 5
 - AFBF 2004 Convention, January
 - IADR Annual Meeting, March
 - Shinnyo-En Water Consolatory Service, May
 - Unicity Networks International Convention, June
 - “C” Bookings (1-3,999 Delegates) – 21
 - “D” Bookings (<1,000 Delegates) – 4



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OPPORTUNITIES TO PARTNER



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PARTNERSHIP OPPORTUNITIES

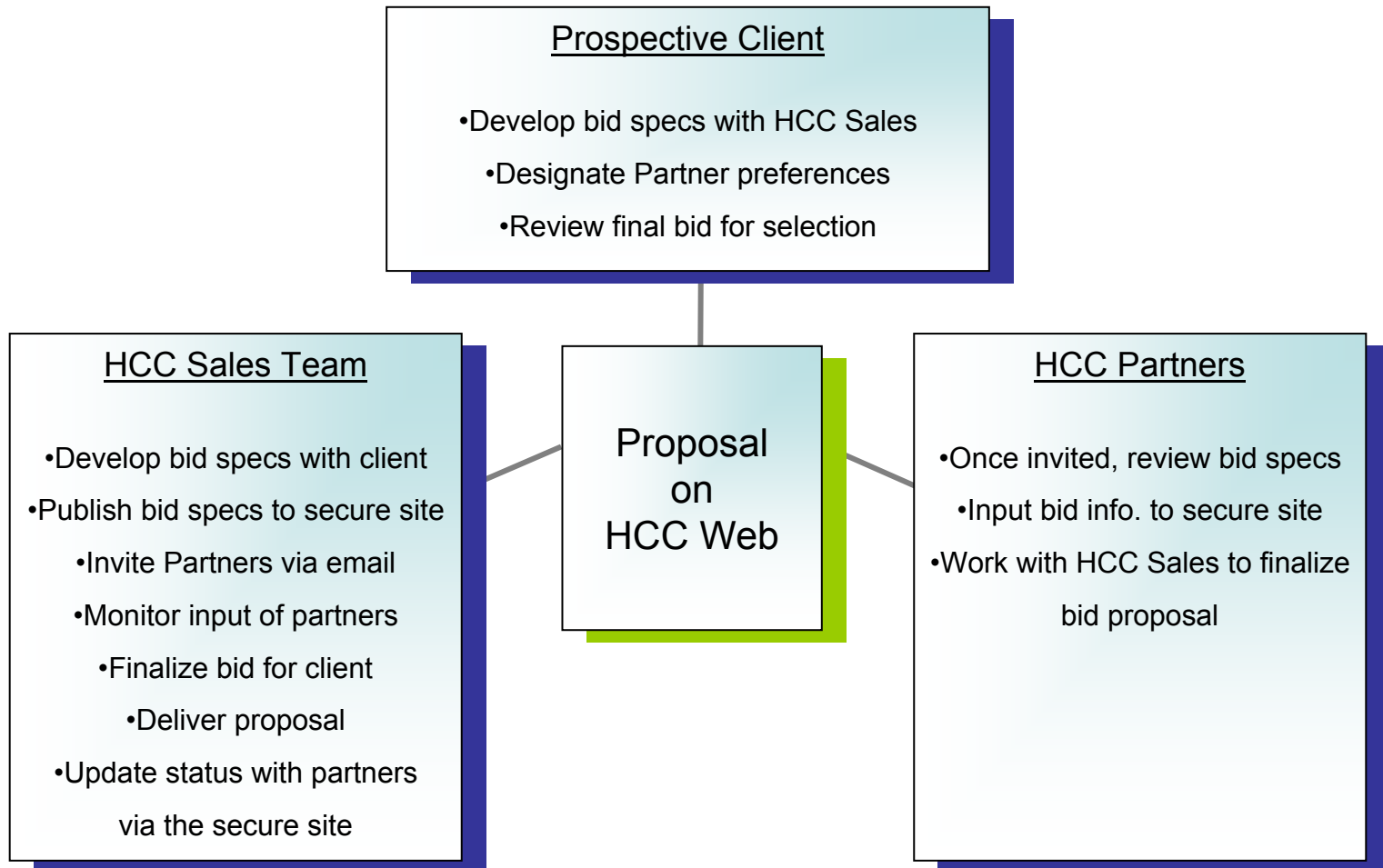
- ENHANCEMENT OF BUSINESS BRAND MESSAGE
- HCC STAKEHOLDER COMMITTEE
- HCC ADVISORY BOARD: Association, Corporate, Joint
- E-BIDDING
- TRADE EVENTS (PCMA / ASAE)



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ELECTRONIC PROPOSAL DEVELOPMENT



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PCMA 2005

- PCMA represents core market segment
- PCMA will attract 2,500 meeting planners that manage meetings in the medical market
 - American Academy of Neurology – 2003, 2011
 - American Academy of Periodontology – 2000, 2010
 - American Association of Orthodontists – 2003, 2012 or 2013
 - American Geophysical Union – 2002, 2004, 2006
 - International Society for Magnetic Resonance – 2002, 2009
 - McKesson Pharmaceutical – 1998, 2005
 - National Medical Association – 2002, 2007, 2012
- Great opportunity for Hawaii to expose the destination and facilities to key decision makers
- Opportunity to dovetail our efforts being developed for matching Asian delegates to co-sponsor meetings with U.S. counterparts



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